

MISSOURI DIVISION OF TOURISM

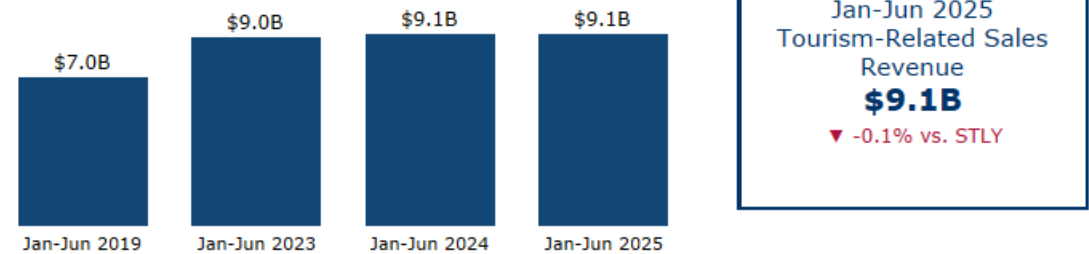
AUGUST 2025 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 9/10/2025)





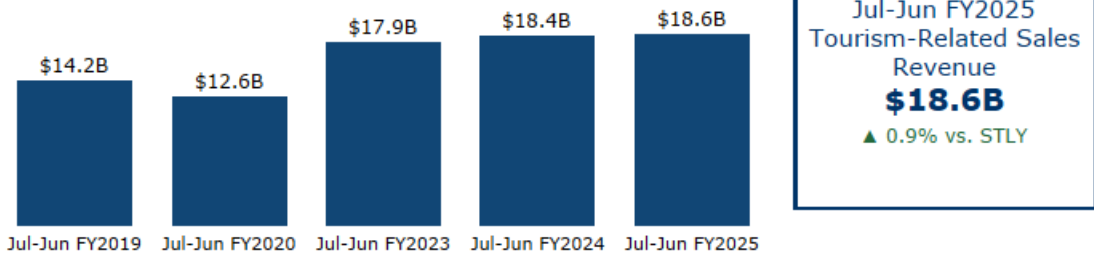
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

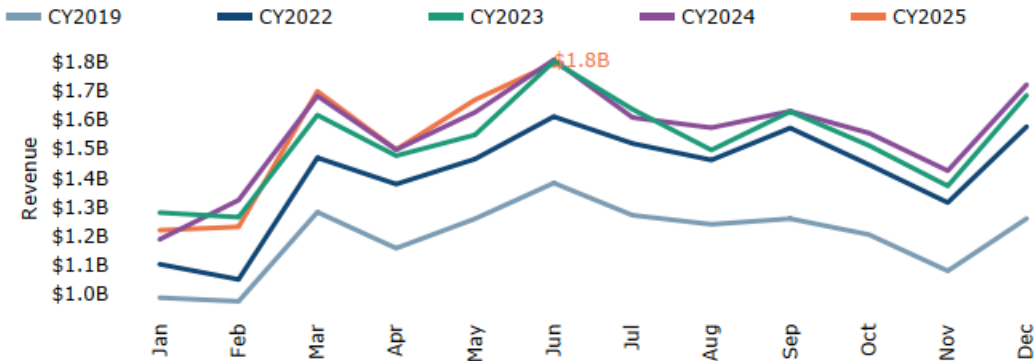


Fiscal Year-to-Date

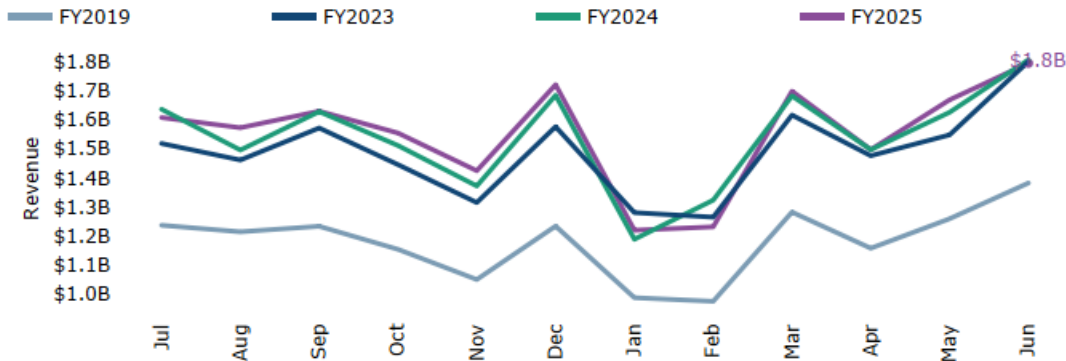
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year



Hotel Performance

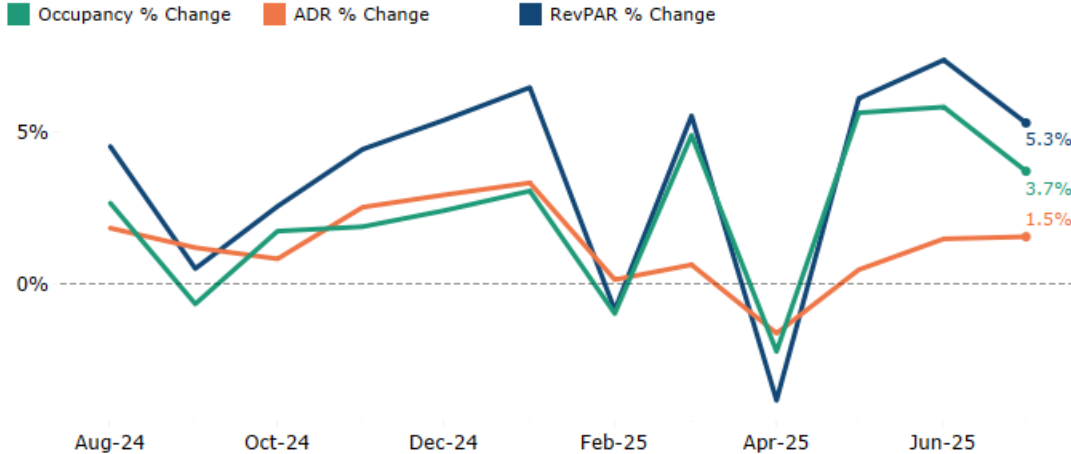
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jul 2025	65.3%	\$127	\$83	3.4M	2.2M	\$278.7M
Change vs. Previous Year	▲ 3.7%	▲ 1.5%	▲ 5.3%	▲ 0.1%	▲ 3.8%	▲ 5.4%
Year-to-Date	58.1%	\$123	\$71	22.8M	13.3M	\$1.6B
Change vs. Previous Year	▲ 3.0%	▲ 0.8%	▲ 3.9%	▲ 0.0%	▲ 3.1%	▲ 3.9%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Jul 2025	56.0%	\$301	\$169
Change vs. Previous Year	▲ 5.3%	▲ 9.6%	▲ 15.5%
Year-to-Date	36.5%	\$231	\$84
Change vs. Previous Year	▲ 0.1%	▲ 9.8%	▲ 10.0%

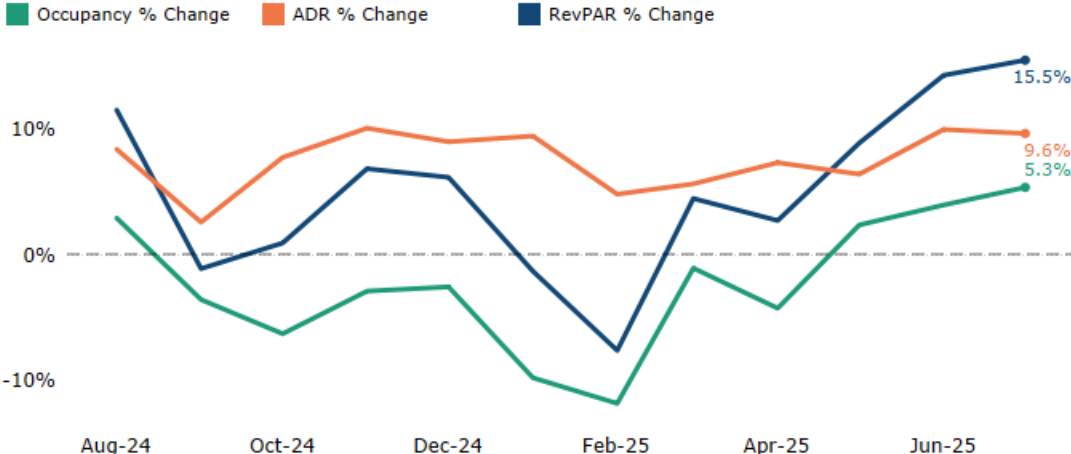
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



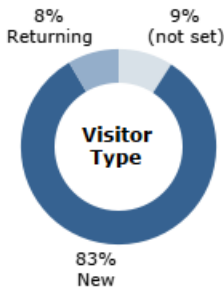
Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021

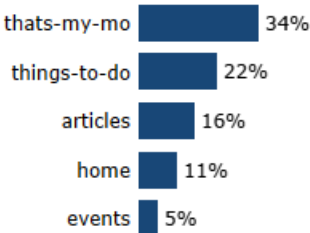


Calendar Year-to-Date

Jan-Aug 2025 Visits
1.2M
▼ -32.5% YOY

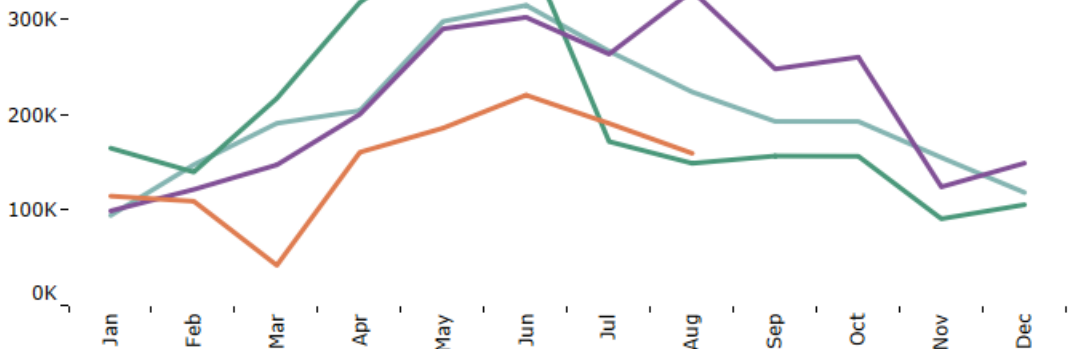


Top Content



Calendar Year Visits to VisitMO.com by Month

CY 2022 CY 2023 CY 2024 CY 2025



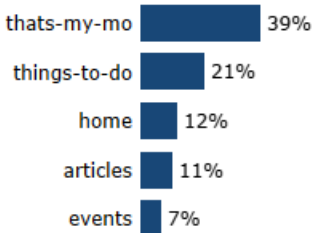
August 2025 hosted 159.3K visits, down 51.6% vs. Previous Year

Fiscal Year-to-Date

Jul-Aug FY2026 Visits
350.0K
▼ -41.0% YOY

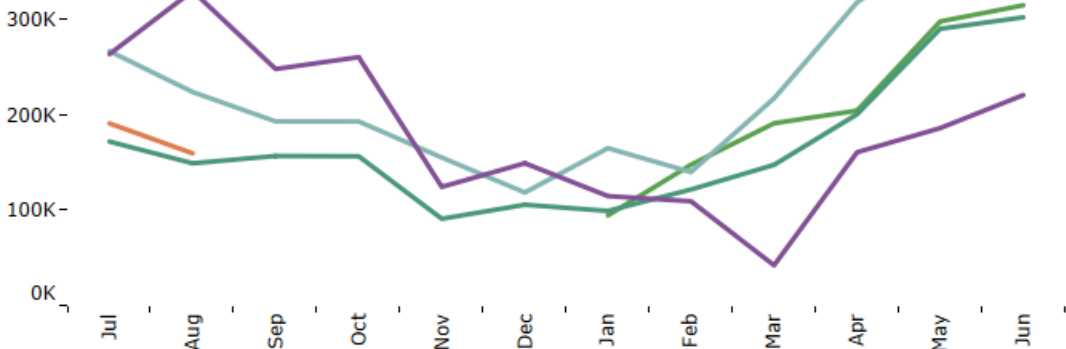


Top Content



Fiscal Year Visits to VisitMO.com by Month

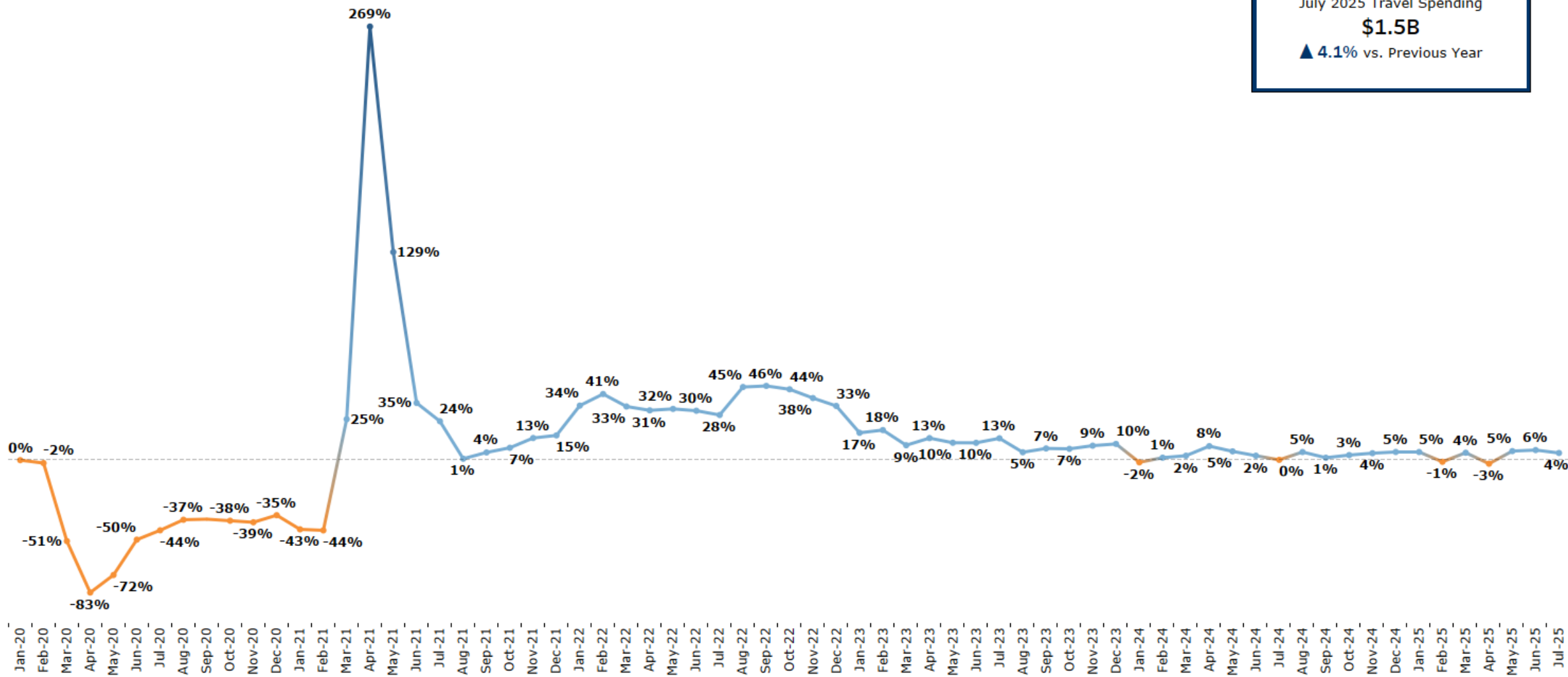
FY 2022 FY 2023 FY 2024 FY 2025 FY 2026



Travel Spending in Missouri

% Change from the same month in Previous Year

July 2025 Travel Spending
\$1.5B
▲ 4.1% vs. Previous Year



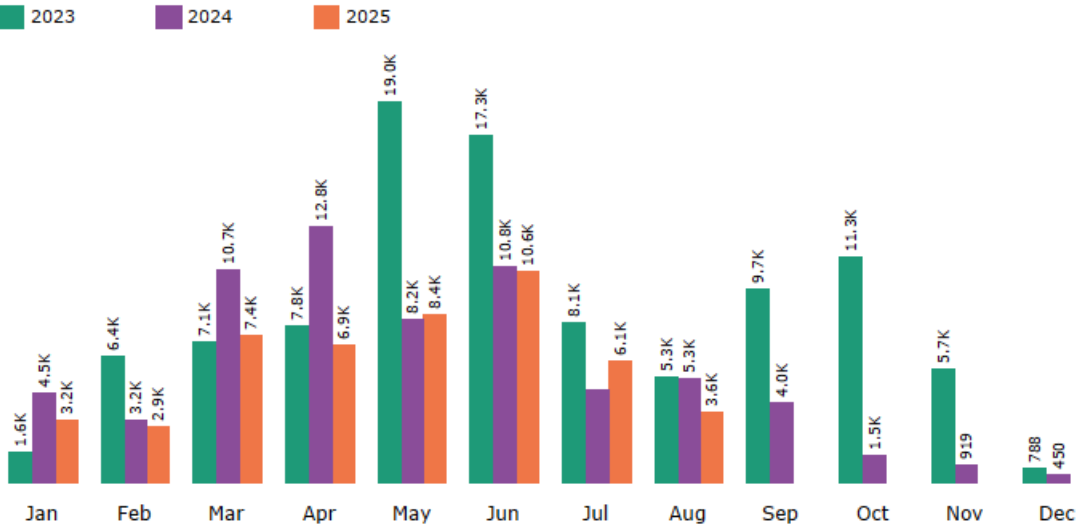


Travel Guide Fulfillment

Aug 2025
3.6K
▼ -31.3% vs. STLY

Jan-Aug 2025
49.0K
▼ -18.4% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



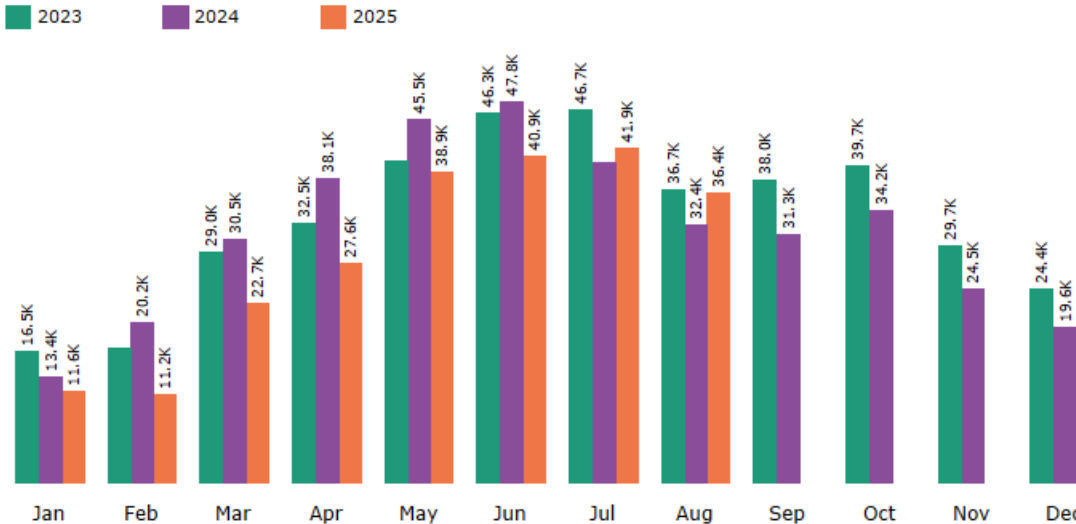
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits

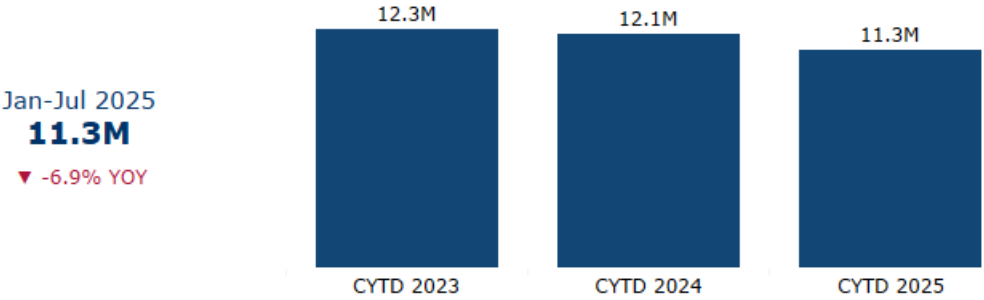
Aug 2025
36.4K
▲ 12.4% vs. STLY

Jan-Aug 2025
231.1K
▼ -13.8% vs. STLY

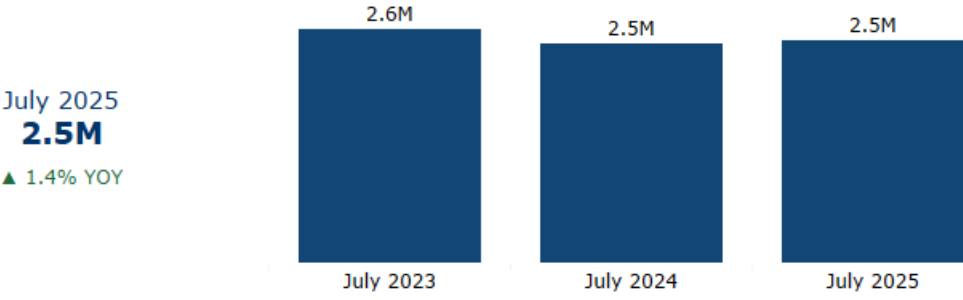
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

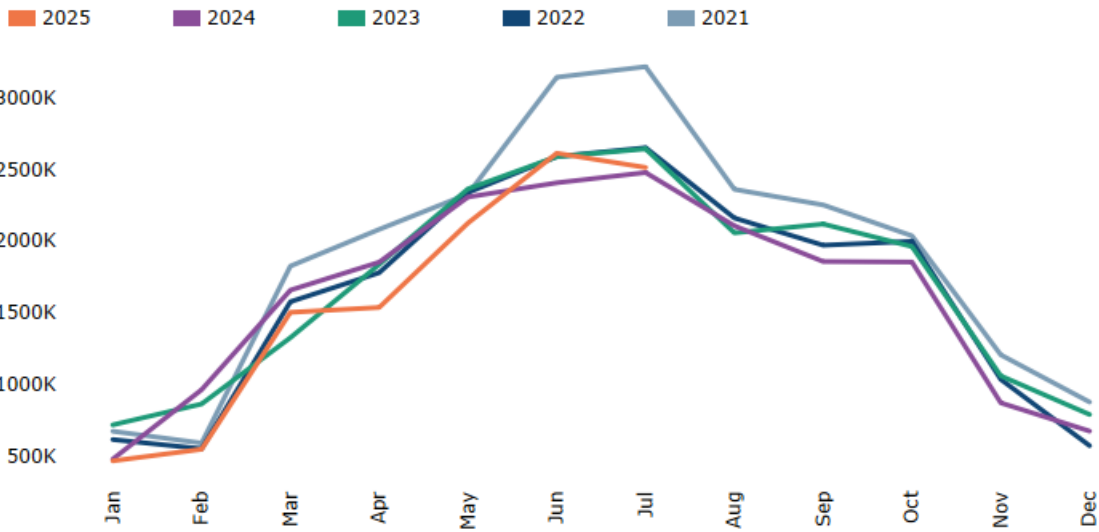


Monthly Visitation



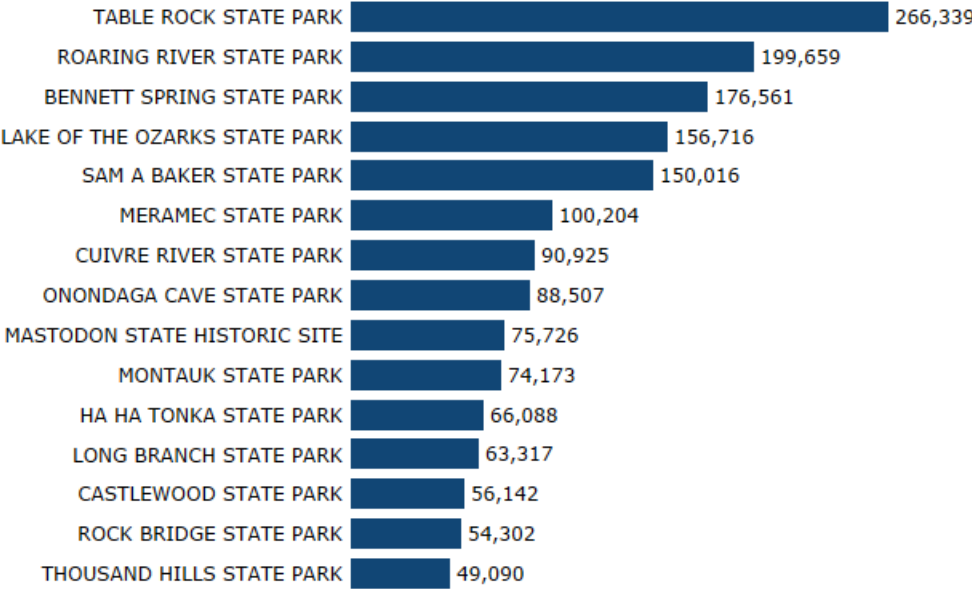
State Parks Visitors by Month

All Missouri State Parks

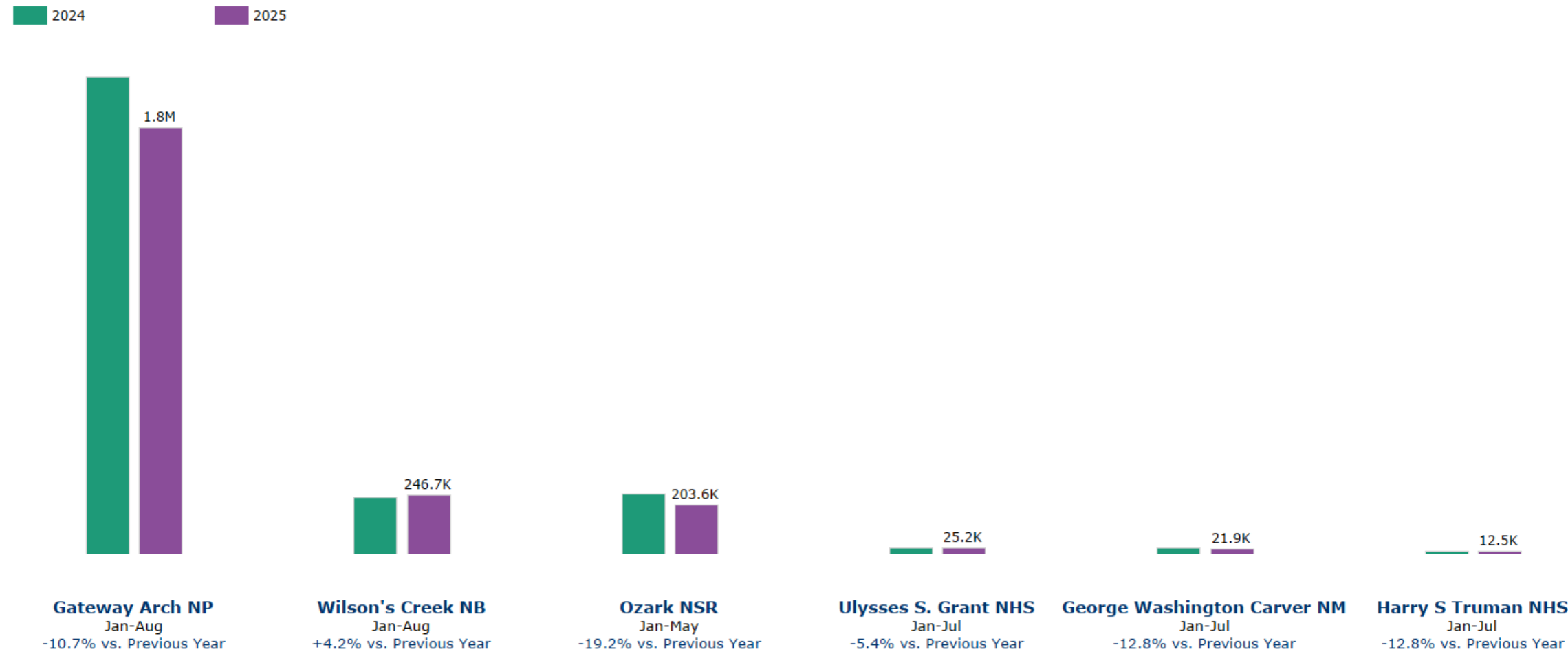


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in July 2025



Attendance by Park



Source: National Parks Service

Airport Throughput by State

July 2025

Month
July 2025

Primary State
Missouri

Comparison State 1
Illinois

Comparison State 2
Tennessee

Compare to
Previous Year

Report Type
Month



MOM
▼ -0.2%

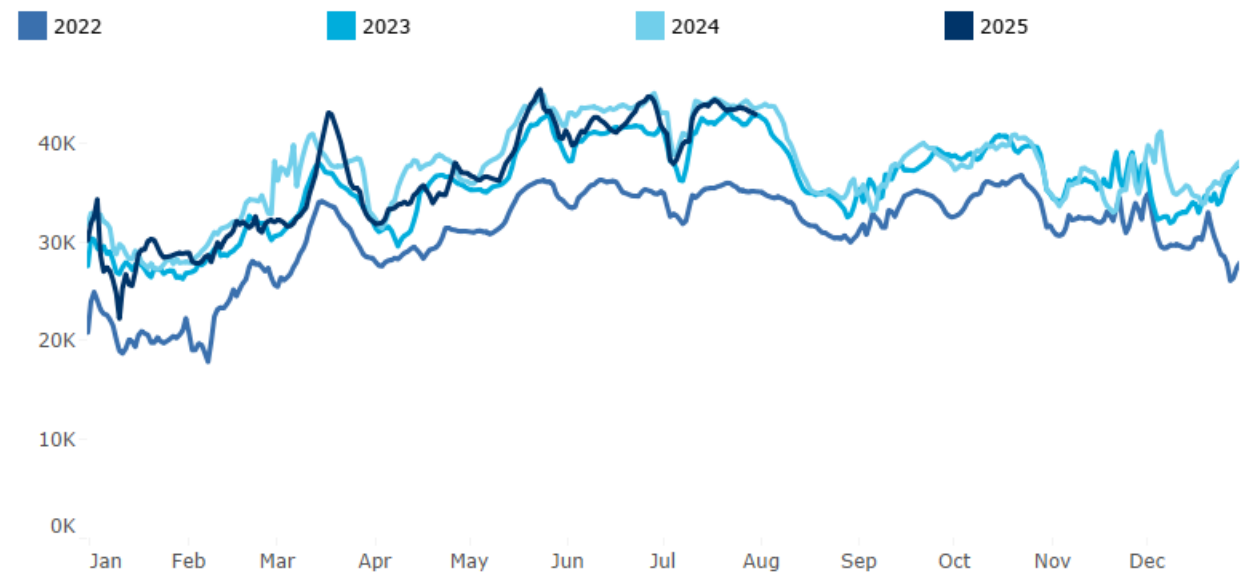
July 2025 YOY
▼ -1.3%

July 2025 vs. 2019
▲ 6.0%

Month YOY vs. Previous Year
▼ -1.3%

Throughput: Missouri

7 day moving average trend



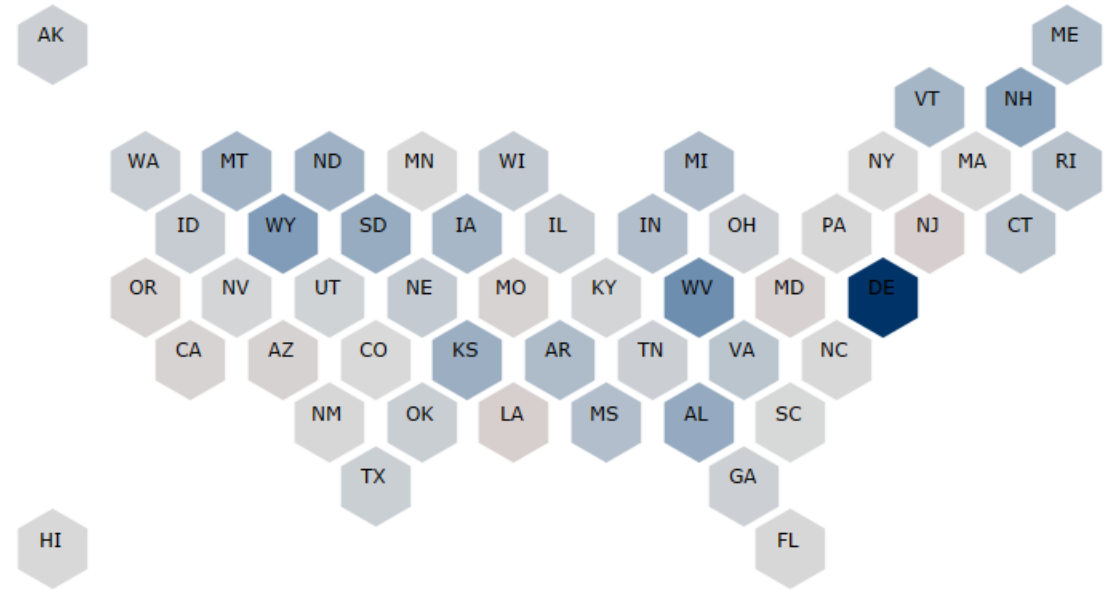
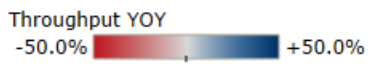
Competitive Set Throughput

Last 6 months, vs the same months in 2024

	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
Missouri	-7%	-3%	-5%	-3%	-3%	-1%
Illinois	+0%	+3%	+1%	-2%	+1%	+3%
Tennessee	-4%	+3%	-1%	+1%	+3%	+2%
USA	-2%	+0%	+0%	-2%	-1%	+1%

Throughput by State of Departure

July 2025 Month vs the same time period in 2024 (Click to filter)



Missouri Throughput by Airport

July 2025

Month
July 2025

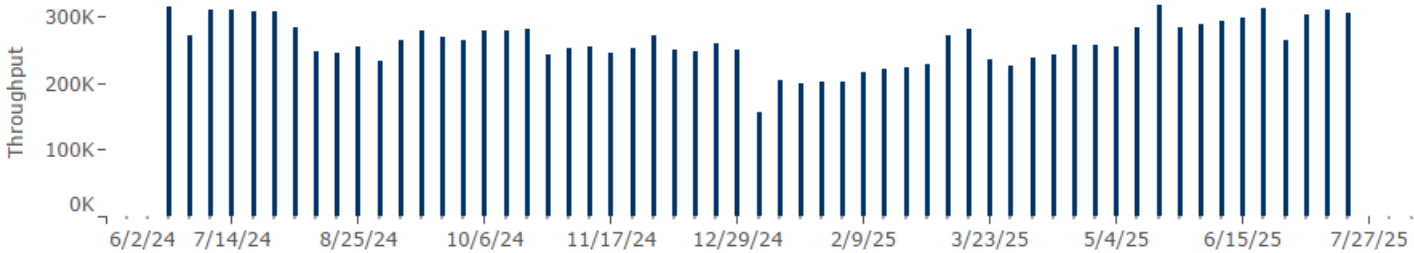
State
Missouri

Compare to
Previous Year

Report Type
Month

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2024

	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
All Airports	-7%	-3%	-5%	-3%	-3%	-1%
St. Louis Lambert International	-6%	-3%	-5%	-4%	-3%	-1%
Kansas City International	-9%	-5%	-7%	-5%	-4%	-4%
Springfield-Branson National	-3%	14%	6%	8%	6%	13%
Columbia Regional	-8%	10%	5%	8%	5%	10%
Joplin Regional	61%	46%	55%	71%	39%	27%
Cape Girardeau Regional	-15%	8%	0%	2%	4%	17%
Waynesville-St Robert Regional Forney Field	-13%	18%	46%	28%	31%	8%
Kirksville Regional	-7%	5%	9%	4%	-14%	-12%
Branson Airport			-100%	-100%	-100%	-100%

Map View of Airports

July 2025 Month, % change relative to 2024
Click on airports to sort Throughput by Week chart

